IN THE ABSTRACT

Please substitute the following Abstract for the Abstract contained in the application.

---Abstract of the Disclosure

A fixing apparatus can prevent an excessive rise in temperature of a paper non-passage area due to diverted flow of magnetic flux from a paper passage area of a heat-producing element to a paper non-passage area thereof has a small configuration. A center core is rotated by a rotation section, bringing cutaway parts to a magnetic path masking position, and the degree of magnetic coupling between the center core and a heat-producing roller is weakened, suppressing an excessive rise in temperature of paper non-passage areas of the heat-producing roller . With this fixing apparatus, switching of the intensity of magnetic coupling between the center core and heat-producing roller can be performed simply by rotating the center core. Also, with this fixing apparatus, it is not necessary for magnetism suppressing elements to be provided as separate members, enabling the configuration to be made simpler and less expensive.---